Develop website and social media content for the Lewis and Clark National Historic Trail



Project Title	Develop website and social media content for the Lewis and Clark National Historic Trail
Project Summary	Interns at Lewis and Clark National Historic Trail will develop platform specific, interpretive media to improve public engagement and the trails' social media identity. Interns will create content about events, places, volunteer opportunities, and cultural and natural resources.
Country	United States

Project Description

Interns at Lewis and Clark National Historic Trail will develop platform specific, interpretive media to improve public engagement and the trails' social media identity. Interns will create content about events, places, volunteer opportunities, and cultural and natural resources.

Goals:

Write website and social media content to be determined by Trail staff

Research places along the trail and develop website content for each site

Develop platform specific, interpretive content for Facebook, Twitter, and Instagram

Maintain consistent and cohesive messaging across Social Media through daily posts

Increase public engagement with the trail's social media pages

Increase social media presence by taking advantage of predetermined NPS and partner organization media campaigns

Duties:

Become familiar to Lewis and Clark National Historic Trail Strategic Communications Plan and use the framework.

Research, develop, and write posts for our website, Facebook, Instagram, and Twitter

Incorporate NPS monthly web message and social media campaigns promoted by the agency and partner organizations

Stay up to date on current events to ensure content is timely and appropriate

Stay up to date on and interact with relevant trending tags, content, and campaigns

Follow all Department of Interior, National Park Service, and Lewis and Clark NHT social media policies and guidelines

Maintain a project log of hours worked

Assist with visitor services, outreach, and programming to develop social media content

Interns may be assigned special projects dependent on skill, interest, and park needs. Special projects can include:

Developing reports using analytics

Developing a short, well researched "get to know the trail" PowerPoint presentation Organizing digital assets
Improving or developing website content
Developing content for website and social media
Updating existing content to meet accessibility requirements

Required Skills or Interests

Skill(s)
Analytical writing
Data analysis
Design thinking
Editing and proofreading
Graphic design
Infographic design
Marketing
Social media management
Storytelling/blogging/vlogging
Website design
Writing

Additional Information

None

Language Requirements

None